

# TESTIMONIAL CorePower Yoga



**“We reached our internal goal by opening day!”**

*CorePower Yoga dominated Arlington, Virginia the weeks leading up to their new studio opening. Bus and rail media was utilized to reach the targeted millennial population and generate increased buzz around town.*

*“Our OOH campaign created a big splash about CorePower Yoga coming to Clarendon and reached our internal goal of 200 Founding Black Tag Members by opening day!”*

**Claire Ewing**

New Studio Coordinator, CorePower Yoga

## **Audience**

Females 25-34

## **Media Mix**

Bus Taillights  
Bus USKs  
Rail 2-Sheet Posters  
Rail Dioramas

## **Market**

Washington DC

## **Objective**

Generate and build brand awareness of CorePower Yoga studio opening in Clarendon and introduce the brand into a new market.

## **Rationale**

OUTFRONT Media OOH has “great total market coverage, large frequency of message and reach.”